

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37601  
**Alt Order #:** 08883284  
**Product Desc:** TARKANIAN/CON/REP  
**Estimate:**  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Sandler & Innocenzi  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Tarkanian, Danny R-USS  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 07/21/10  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	62	\$49,515.00	\$42,087.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	62	\$49,515.00	\$42,087.75	0.00
<b>Totals</b>	<b>62</b>	<b>\$49,515.00</b>	<b>\$42,087.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$49,515.00
Market	100%	\$165,050.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$41,262.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,252.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/16/12	10/19/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	4	\$50.00	LV2	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--			4			\$50.00		0.00			
E 2	8	10/22/12	10/22/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	M-----	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00



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Advertiser: Tarkanian, Danny R-USS  
Product Desc: TARKANIAN/CON/REP  
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/22/12	10/22/12	Ellen Ellen	CM	3-4p M-----	:30	1	\$375.00	LV3	0.00	NM	1	\$375.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$375.00		0.00			
E 15	8	10/16/12	10/19/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -TWTF-- (4:30 PM-5:00 PM)	:30	4	\$450.00	LV2	0.00	NM	4	\$1,800.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$450.00		0.00			
E 16	8	10/22/12	10/22/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M----- (4:30 PM-5:00 PM)	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00		0.00			
E 17	8	10/16/12	10/19/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p -TWTF--	:30	4	\$500.00	LV2	0.00	NM	4	\$2,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$500.00		0.00			
E 18	8	10/22/12	10/22/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00		0.00			
E 19	8	10/16/12	10/16/12	Tue 10-11p ET / Inside Edition	CM	10-11p -T----- (10:30 PM-11:00 PM)	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$325.00		0.00			
E 20	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p M----- (10:30 PM-11:00 PM)	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$325.00		0.00			
E 21	8	10/16/12	10/16/12	Tue 10-11p ET / Inside Edition	CM	10-11p -T----- (10:00 PM-10:30 PM)	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$350.00		0.00			
E 22	8	10/22/12	10/22/12	Mon 10-11p ET / Inside Edition	CM	10-11p M----- (10:00 PM-10:30 PM)	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$350.00		0.00			
E 23	8	10/16/12	10/19/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p -TWTF--	:30	2	\$2,100.00	LV1	0.00	NM	2	\$4,200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$2,100.00		0.00			
E 24	8	10/20/12	10/20/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$225.00		0.00			
E 25	8	10/20/12	10/20/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S- (5:30 PM-6:00 PM)	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
POLITICS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$275.00		0.00			
E 26	8	10/21/12	10/21/12		CM	CBS Sunday Morni-----S	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00

